

**METHOD AND SYSTEM FOR FACILITATING INTERACTIVE MULTIMEDIA
EXPERIENCES**

ABSTRACT OF THE DISCLOSURE

5 A method configured for facilitating an interactive multimedia experiences
comprising accessing a system-readable specification defining a multimedia experience
configured for audience interaction and performing the multimedia experience in accordance
with information comprised by the system-readable specification. The information
comprised by the system-readable specification includes information for enabling facilitation
10 of audience response tracking, experience navigation and feedback of audience responses.
Performing the multimedia experience includes gathering audience responses, analyzing the
audience responses, outputting information resulting from the analyzing audience responses
and outputting experience content.